Rep Order# 6852301 Ver# 1 Status New Traffic Order# 6852301 EC'd Yes

Printed: 09/14/2012 8:45 AM Last Received: 09/14/2012 8:01 AM

Showing Buylines: All Lines

KTNV-TV LAS VEGAS, NV Station

) .DEMO.SEN.CAM.COMM. Advertiser (

DEMO.SEN.CAM.COMM. **Product**

Estimate# 1472

Buyer Katie Keuleman

Phone# Fax#

) GREAT AMERICAN MEDIA Agency

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E 11/14/1472

Flight Dates 09/18/2012 - 09/24/2012

Hiatus Weeks

Rep Firm

) PHILADELPHIA Sales Office (Salesperson () ANJIE BRADY

1 of 4

Salesperson Phone# 215-567-6005 Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT TOTAL 35,675.00 PLS CONFIRM ASAP THANKS, ANGELA

LT 	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	5A-6A	ACTION NWS@5AM<	:30	\$225.00	09/18-09/21	4	1	4	\$900.00	
	2	TU-F	6A-7A	ACTION NWS@6AM<	:30	\$500.00	09/18-09/21	1	1	1	\$500.00	
	3	TU-F	7A-9A	GD MRN AMR-ABC<	:30	\$500.00	09/18-09/21	4	1	4	\$2,000.00	
	4	TU-F	430A-459A	ACTN NWS@430AM<	:30	\$150.00	09/18-09/21	3	1	3	\$450.00	
	5	SA	5A-6A	ACTN NWS SA@5A	:30	\$300.00	09/22-09/22	1	1	1	\$300.00	
	6	SA	7A-8A	GD MRN-SAT-ABC	:30	\$750.00	09/22-09/22	1	1	1	\$750.00	
	7	SA	8A-9A	ACTN NWS SA@8A	:30	\$600.00	09/22-09/22	1	1	1	\$600.00	
	8	SU	5A-6A	ACTN NWS SU@5A	:30	\$300.00	09/23-09/23	1	1	1	\$300.00	
	9	SU	8A-9A	ACTN NWS SU@8A	:30	\$600.00	09/23-09/23	1	1	1	\$600.00	
	10	TU-F	10A-11A	VIEW-ABC	:30	\$600.00	09/18-09/21	1	1	1	\$600.00	
	11	TU-F	11A-12P	ACTN NEWS@11AM<	:30	\$500.00	09/18-09/21	1	1	1	\$500.00	

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Station k Advertiser Product Estimate#		TTNV-TV LAS VEGAS, NV ().DEMO.SEN.CAM.COMM. DEMO.SEN.CAM.COMM. 1472			Agency (3050 WAS Agency C/P1/P	Rep Firm Sales Office () PHILADELPHIA Salesperson () ANJIE BRADY							
Buyer Phone# Fax#		Katie Keuleman			Flight Dates Hiatus Weeks		E 11/14/1472 09/18/2012 - 09/24/2012			Salesperson Phone# Salesperson FAX#		215-567-6005 215-567-5938	
LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
	12	TU-F	12P-1P	CHEW-ABC		:30	\$450.00	09/18-09/21	1	1	1	\$450.00	
	13	TU-F	330P-4P	ACTION NEWS @ 330		:30	\$350.00	09/18-09/21	1	1	1	\$350.00	
	14	TU-F	5P-530P	ACTION NWS@5PM<		:30	\$600.00	09/18-09/21	2	1	2	\$1,200.00	
	15	TU-F	6P-7P	ACTION NWS @6PM		:30	\$600.00	09/18-09/21	3	1	3	\$1,800.00	
	16	SA	6P-630P	ACTION NWS@6PM		:30	\$500.00	09/22-09/22	1	1	1	\$500.00	
	17	SU	6P-630P	ACTION NWS@6PM		:30	\$650.00	09/23-09/23	1	1	1	\$650.00	
	18	TU-F	7P-730P	ACCESS HOLLYWD<		:30	\$500.00	09/18-09/21	2	1	2	\$1,000.00	
	19	TU-F	730P-8P	MILLIONAIRE		:30	\$500.00	09/18-09/21	4	1	4	\$2,000.00	
	20	М	8P-10P	DANCE W/ STARS		:30	\$10,000.00	09/24-09/24	1	1	1	\$10,000.00	
	21	TU-F	11P-1135P	ACTION NWS@11P		:30	\$1,500.00	09/18-09/21	1	1	1	\$1,500.00	
	22	SA	11P-1135P	ACTION NWS@11P<		:30	\$1,250.00	09/22-09/22	1	1	1	\$1,250.00	
	23	М	5A-6A	ACTION NWS@5AM<		:30	\$225.00	09/24-09/24	1	1	1	\$225.00	
	24	М	6A-7A	ACTION NWS@6AM<		:30	\$500.00	09/24-09/24	1	1	1	\$500.00	
	25	М	7A-9A	GD MRN AMR-ABC<		:30	\$500.00	09/24-09/24	2	1	2	\$1,000.00	
	26	М	430A-459A	ACTN NWS@430AM<		:30	\$150.00	09/24-09/24	1	1	1	\$150.00	
	27	М	10A-11A	VIEW-ABC		:30	\$600.00	09/24-09/24	1	1	1	\$600.00	
	28	М	11A-12P	ACTN NEWS@11AM<		:30	\$500.00	09/24-09/24	1	1	1	\$500.00	

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LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	29	M	12P-1P	CHEW-ABC		:30	\$450.00	09/24-09/24	1	1	1	\$450.00	
	30	М	330P-4P	ACTION NEWS @ 330		:30	\$350.00	09/24-09/24	1	1	1	\$350.00	
	31	М	5P-530P	ACTION NWS@5PM<		:30	\$600.00	09/24-09/24	1	1	1	\$600.00	
	32	М	6P-7P	ACTION NWS @6PM		:30	\$600.00	09/24-09/24	1	1	1	\$600.00	
	33	М	7P-730P	ACCESS HOLLYWD<		:30	\$500.00	09/24-09/24	1	1	1	\$500.00	
	34	М	730P-8P	MILLIONAIRE		:30	\$500.00	09/24-09/24	1	1	1	\$500.00	
	35	M	11P-1135I	P ACTION NWS@11P		:30	\$1,500.00	09/24-09/24	1	1	1	\$1,500.00	

---REPORT TOTALS---

Report Totals: 51 / \$35,675.00

---SALES MONTHLY TOTALS---

Sep 12: 51 / \$35,675.00

Sales Totals: 51 / \$35,675.00
Station Totals: 51 / \$35,675.00
Lines not sent/rcld/rtrn: 0 / \$0.00

dines not sent/leta/letin. 0 / 50.00

---COMPETITIVE---

20% Market Totals \$148,646 KBLR 0% KLAS 32% KSNV KTNV 24% KTUD 1% KVCW 3% KVMY 6% KVVU 14%

--- COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11

Rep Order# 6852301 Ver# 1 Status New EC'd Yes Station KTNV-TV LAS VEGAS, NV) .DEMO.SEN.CAM.COMM. Advertiser (DEMO.SEN.CAM.COMM. **Product** Estimate# 1472 Buyer Katie Keuleman Phone# Fax# RA35+ Demos ---Agency Comment---PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---CASH IN ADVANCE

3050 K ST NW WASHINGTON, DC 20007 11/14/1472

) GREAT AMERICAN MEDIA

Agency C/P1/P2/E

Traffic Order# 6852301

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) PHILADELPHIA Sales Office (Salesperson () ANJIE BRADY

4 of 4

Salesperson Phone# 215-567-6005 Salesperson FAX# 215-567-5938